

THE UNIVERSITY OF TEXAS AT EL PASO
Department of Marketing, Management and Supply Chain
Syllabus
MKT 4325 – INTERNATIONAL MARKETING
Monday – Wed (10:30 am – 11:50 am)
Fall 2023

About the Instructor



Kathleen Towle Professor of
Marketing and Finance
Office Hours: M & W 11:50 – 12: 50 pm and/or via appointment
Office: BUSN 315 (PHD Suite)
Written Communication via Blackboard Messages
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Face to Face Course with UTEP EDGE Practices

Course Overview

The “International Marketing” MKT 4325 course offers an overview of the strategic and operational decisions that affect global marketing activities. The course examines all elements of global marketing and provides the opportunity to work on projects and assignments that deal with "realistic" business scenarios. The major modes of disseminating class material are lectures, exercises, and discussions. An integral part of the course is the session-long group project and the “issue” assignment.

International marketing examines the marketing of products and/or services across multiple country markets. It includes all marketing-related activities that are integrated into a global marketing program. Our study of these activities will involve the following topics:

1. The Cultural Environment of Global Markets
2. Assessing Global Market Opportunities
3. Developing Global Marketing Strategies
4. Implementing Global Marketing Strategies

We will examine how organizations develop and maintain a global marketing program. Very few companies can survive in today's marketplace without considering and acting upon market opportunities that exist throughout the world.

Why study International Marketing?

From the standpoint of a marketing and/or business student, international marketing is an integrative part of marketing, i.e., whether in El Paso-Texas or Beijing-China, marketing decisions are made with the global marketplace in mind. This includes customers, suppliers, and competitors from several different countries. Therefore, for people in advertising, industrial marketing, finance, accounting, retailing, or business-to-business marketing, success normally means global success.

From a consumer's standpoint, international marketing provides an interesting, in-depth, behind-the-scenes look at the flow of goods worldwide. As consumers, we may purchase shoes from Italy, toys from China, and TVs from South Korea, and as such, a basic knowledge of international marketing enhances one's own outlook regarding the buying process and offers several ways how consumers can contribute to forging successful and enjoyable purchasing encounters.

Course Learning Objectives

Learning Objectives	Bloom's	Activities	Assessment Tools
	Taxonomy of Learning		
1. Develop a thorough understanding of key concepts and ideas in global business and marketing.	Remember Understand	In-class discussions, reflections, articles posted on Blackboard	Exams, reflections grading rubric, in-class participation
2. Appreciate the importance of current international marketing issues and events and their impact on doing business internationally (strategies and ethical dilemmas)	Understand Apply	Issue assignment, daily discussions on current international topics, reflections	Issue assignment grading rubric, reflections grading rubric, exams
3. Analyze an international marketing opportunity/ problem and offer alternative solutions.	Analyze Apply Create	Country Project, liberating structures activities	Country report grading rubric, reflections grading rubric, exams
4. Engage in critical analysis and assessment of global marketing and explore possible ethical dilemmas.	Analyze Evaluate	Issue assignment, reflections	Presentation evaluation rubric, in-class participation

Office Hours and Contact Information

- The best way to contact me is through Messages on Blackboard. In case of emergencies, you can also send Text/ Whatsapp during regular business hours at (703) 407-4150. Please add your name and course number to the message. I will get back to you as soon as I can.

- Office Hours: I will have office hours for your questions and comments about the course. My office is located at Room BUSN 315 at the Woody L. Hunt College of Business (PHD Suite). My office hours are in-person, however, you can request a virtual meeting and I will send you a Zoom link. Please see the days and times at the top of this syllabus.
- Announcements: Check the Blackboard announcements frequently for any updates, deadlines, or other important messages.

Required Materials:

- **Text**

International Marketing (19th Edition), 2024

Cateora, Philip, R., R. Bruce Money, Mary C Gilly, and John L. Graham McGraw Hill

For the lowest price, purchasing the textbook through Blackboard might be best. The easiest way to do this is to click the Chapter 1 link on Bb. You will then go through the process of registering and purchasing the textbook.

- **Connect**

In this class, we will use Connect, the online companion site for the textbook. It is important to purchase access to Connect, which also provides digital access to the eBook.

Recommended

- News Paper of Business News

I recommend that you regularly read the *Wall Street Journal* or similar publication to increase your understanding of business and finance. Please feel free to ask any questions you have related to this reading.

Class Policies

- **Arrive on time.** Once you are in class, please take your seat quickly and quietly.
- **The use of smartphones is encouraged in this class.** You can use your phone for issues related to this class ONLY (wi-fi: Yes; airplane mode: Yes). If you must leave your phone on because of a family emergency, please inform the instructor via a note **at the beginning of class.**
- If you must leave early, please let your instructor know beforehand.
- The instructor reserves the right to ask any students disrupting the normal flow of the class to leave the room.
- Any and all attempts for cheating, plagiarism or other inappropriate behavior is a cause for disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.
- You must carry your University-issued ID during class. If you fail to produce your ID when asked,

the instructor reserves the right to prevent you from taking an exam or participating in classroom activities.

- Make-up exams are only possible with an approved medical excuse. You must share with the instructor a note from your physician (on official letterhead with the physician's contact information) justifying your absence from an exam, quiz, etc. All make-up exams will take place in consultation with the instructor or on the final class day.
- You cannot make up missed class assignments. Please plan accordingly.
- Unfortunately, the instructor cannot accept late assignments. The grade for late assignments will be 0 (zero).
- You are required to access Blackboard frequently for announcements and course material. Occasionally, I may send important/critical information via e-mail (Blackboard announcements). So be sure to 1) have a UTEP e-mail address and 2) check your e-mail at least once daily. You are entirely responsible for frequently accessing your e-mail account to check for all messages. Unfortunately, I cannot send any broadcast (i.e., to the entire class) e-mail messages to addresses outside the UTEP domain.

Grading

Your performance in the course will be determined using the following assessments and corresponding weights:

Learning Assessments	Weight (points)
<i>Team-based learning activities:</i>	
Team project: market opportunity analysis	200
Team presentation/narration: current IB/IM issue	100
<i>Individual activities:</i>	
Homework and Assignments on Connect	200
Exams (four including the final)	400 (80, 100, 110, 110)
Participation and Attendance	100
<i>Total</i>	<i>1000</i>

ALL students will be able to drop the lowest exam score ***if and ONLY if*** they receive at least 70% on each of the four exams. The lowest of the three higher exam grades will replace the dropped one. Also, students can drop the lowest exam grade if the 70% condition is not met if they score higher on the last exam. Only one exam grade can be replaced.

Exams

All exams will include material discussed in class and your textbook. The exams may include multiple choice, true/false, and short essay questions. All exams will be conducted taken in class on your computer. Please plan accordingly. Having the Respondus Lockdown Browser (RLB) installed on your computer before the first exam is essential. It is your responsibility to ensure that RLB is

installed correctly and functionally. You will also be asked to provide access to a webcam for the exams. Again, if you are unsure whether your computer equipment will allow you to take the exams online, please plan to take the exams at one of the many computer labs on campus. If you need help installing RLB please get in touch with [Technology Support](#). Unfortunately, your instructor will not be able to solve any technology-related issues. Importantly, technical issues are not acceptable excuses for rescheduling an exam.

Participation and Attendance

Attendance in the course is determined by participation in the learning activities of the course. Your participation in the course is important not only for your learning and success but also to create a community of learners. Participation is determined by the completion of the following activities:

- Reading/Viewing all course materials to ensure understanding of assignment requirements.
- Participating in engaging discussions with your peers
- Other activities as indicated in the weekly modules.
- Each class will begin with a current event discussion related to the class. All students must be prepared to present and to discuss current events that are pertinent to the class

Because these activities are designed to contribute to your learning each week, they cannot be made up after their due date has passed.

Projects

You will conduct 2 research projects during the term. The projects include:

- **Marketing Opportunity Analysis** - Country Report (**Please refer to Schedule 1 of the Syllabus for complete Instructions.**)
- **Issue Assignment** - Narrated Presentation on Current International Marketing Topics (**Please refer to Schedule 1 of the Syllabus for complete Instructions.**)

All research papers, term papers, or other writing intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citation, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor within the first week of classes for further information. Style guides are available in the University Bookstore.

Please note that Google Docs will not be accepted.

Technology Requirements

Some course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard;

other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you do not have word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!

Deadlines, Late work and Absence Policy

- Assignments will be due on the dates and times posted in Blackboard. Make sure to check Blackboard frequently so you do not miss any deadlines. No late work will be accepted if the reason is not considered excusable.

Make-up work will be given *only* in the case of a *documented* emergency. Note that make-up work may be in a different format than the original work, may require more intensive preparation, and may be graded with penalty points. If you miss an assignment and the reason is not considered excusable, you will receive a zero. It is therefore important to reach out to me—in advance if at all possible—and explain with proper documentation why you missed a given course requirement. Once a deadline has been established for make-up work, no further extensions or exceptions will be granted.

ILLNESS PRECAUTIONS

Please stay home if you have symptoms of a communicable illness. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations.

***EXCUSED ABSENCES AND/OR COURSE DROP POLICY**

I will not drop you from the course. However, if you feel that you are unable to complete the course successfully, please let me know and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

ALTERNATIVE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (answers to discussion points, quizzes, exams, and essays) in a separate Word document as a backup. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through Blackboard, please contact the UTEP Help Desk. You can email me your backup document as a last resort.

INCOMPLETE GRADE POLICY

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

***Accommodations Policy**

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#) (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

Scholastic Integrity

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

***GUIDANCE ON ARTIFICIAL INTELLIGENCE**

Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

PLAGIARISM DETECTING SOFTWARE

Some of your course work and assessments may submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

***Course Resources:** Where you can go for assistance

UTEP provides a variety of student services and support:
Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

Individual Resources

- [Student Success Help Desk \(SSHHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to studentsuccess@utep.edu
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.

Calendar of Activities

Note: The calendar is subject to slight modifications to accommodate activities and events that have yet to be scheduled.

Week #	Class meeting #	Day of Week	Date	Topic
1	1	T	29-Aug	Introduction to Class Chapter 1 The scope and challenge of international marketing
	2	TH	31-Aug	Chapter 1 The scope and challenge of international marketing
2	3	T	5-Sep	Chapter 1 The scope and challenge of international marketing
	4	TH	7-Sep	Chapter 2: The dynamic environment of international trade
3	5	T	12-Sep	Chapter 2: The dynamic environment of international trade
	6	TH	14-Sep	Chapter 3: History and geography: the foundations of culture
4	7	T	19-Sep	Chapter 3: History and geography: the foundations of culture Chapter 4: Cultural dynamics in assessing global markets
	8	TH	21-Sep	Chapter 4: Cultural dynamics in assessing global markets
5	9	T	26-Sep	Chapter 5 Culture, management style, and business systems
	10	TH	28-Sep	Exam 1
6	11	T	3-Oct	Chapter 5 Culture, management style, and business systems
	12	TH	5-Oct	Chapter 6 The political environment: a critical concern
7	13	T	10-Oct	Chapter 6 The political environment: a critical concern
	14	TH	12-Oct	Chapter 7 The international legal environment; playing by the rules
8	15	T	17-Oct	Chapter 7 The international legal environment; playing by the rules
	16	TH	19-Oct	Exam 2
9	17	T	24-Oct	Chapter 8: Developing a global vision through marketing research Draft Part I of Country Report is due today at 11:59 pm
	18	TH	26-Oct	Chapter 8: Developing a global vision through marketing research Chapter 9: Economic development and the Americas
10	19	T	31-Oct	Chapter 9: Economic development and the Americas Part I of Country Report is due Sunday Week 10 at 11:59 pm
	20	TH	2-Nov	Chapter 12: Global marketing management: panning and organization
11	21	T	7-Nov	Chapter 12: Global marketing management: panning and organization Chapter 13 Products and services for consumers
	22	TH	9-Nov	Chapter 13 Products and services for consumers Issue Presentation Assignment is due Sunday Week 11 at 11:59 pm
12	23	T	14-Nov	Chapter 15:International marketing channels
	24	TH	16-Nov	Chapter 15:International marketing channels Part II of Country Report is due Sunday Week 12 at 11:59 pm
13	25	T	21-Nov	Exam 3
	26	TH	23-Nov	Thanksgiving No Class
14	27	T	28-Nov	Chapter 16 Integrated marketing communications and international advertising
	28	TH	30-Nov	Chapter 17 Personal selling and sales management
15	29	T	5-Dec	Chapter 18:Pricing for international markets
	30	TH	7-Dec	Catch up Part III of Country Report is due Sunday week 15
16	31	T	12-Dec	Exam 4

Schedule 1 – Project Instructions

Project 1: Marketing Opportunity Analysis - Country Report (Please refer to Schedule 1 of the Syllabus for complete Instructions.)

The learning objectives of the international marketing country report are fourfold. The first objective is to help students become familiar with other cultural environments and to facilitate cross-cultural understanding. The second objective is to help students learn the various steps and issues involved in the preparation of an international marketing plan, including the market selection process and the application of the marketing mix to international markets. The project emphasizes the need to understand the environment as an essential step preceding the preparation of a marketing plan. The third objective is effectively reinforcing key concepts covered in this and other courses. Lastly, by completing this project, students will expand their learning horizons by utilizing new sources of information such as globalEDGE, a set of tools frequently employed by global companies performing their own country market research.

INTRODUCTION - SCENARIO

You are the marketing manager of a company that markets various consumer appliances for sale in the U.S. market. One of these products is an efficient washing machine. This machine currently possesses the most efficient and space-saving design in the appliance (washing machines) market. It is an electric front-loading washer that can easily fit in tight spaces such as small apartments and houses. While this model does not offer fancy features such as a delay start and a soil detection system, recent tests by a leading consumer publication indicated that the washer does an excellent job in its primary function: washing clothes. An added bonus is that the machine is extremely quiet and can be easily and inexpensively customized in different colors. The appliance will be manufactured in the U.S. and exported directly to various target countries at a price of \$450 in gross lots of 50 units. You are responsible to investigate the possibility of exporting the washing machine to one of the following two countries: Brazil **or** Mexico.

PART I. COUNTRY ANALYSIS REPORT

In the first part of the report, you will thoroughly investigate the two countries. As mentioned earlier, a key ingredient of a successful marketing program is a thorough understanding of the market, including consumers and the business environment. To assist in the preparation of Part I, the following checklist indicating background information that should be included is provided:

- ✓ Physical Characteristics: Geography, topography, climate and natural advantages or disadvantages.
- ✓ Population: Number of people, religion(s), race, age distribution, education level, state of health, labor skills, standard of living, etc.
- ✓ Economics: Relative importance of agriculture, manufacturing, commercial, service, and government sectors; GDP or GNP, rate of growth, per capita income, working conditions, inflation, current account, export/import figures (especially with the U.S.), deficits, balance of payments, trade restrictions, and membership in regional and international economic groups.
- ✓ Social-Cultural Patterns: Class systems, racial conflicts, distribution of wealth, etc.
- ✓ Legal System: Basis of law and effectiveness of legal system, expropriation/ nationalization provisions; participation in patents, trademarks, and other conventions.
- ✓ Marketing and Corporate Communications: distribution infrastructure such as type(s) of retailing,

wholesaling, and other key channels of distribution that are available; type and quality of media available for promotion, including public relations (PR) outlets; and type and quality of advertising, marketing research, and PR assistance available (Advertising/PR agencies, media buyers, etc.).

- ✓ Other factors particular to this market, such as the presence of terrorist groups, multiple languages, or a government in transition.

Emphasis should be on factors present in the country which would be different from those that a firm would ordinarily encounter in its domestic operations, and which might necessitate changes in company policies.

Possible sources of information include:

- [globalEDGE](#) at Michigan State University
- [The World Factbook](#) - CIA
- [OECD](#)
- [U.S. International Trade Administration](#)
- [The World Bank](#)

NOTE: The country report should not exceed 15 pages per country using double space, 12-point font. Tables, figures, graphs, and photographs are excluded from this page limit. **Be sure to cite all sources appropriately** using an approved citation format such as APA.

If you like to receive my feedback before submitting the final version of Part I, please send me your completed draft no later one week before the assignment is due. I will only review drafts after carefully vetting them for proper grammar and clarity by the [University Writing Center](#). Be sure to attach a document from the Center verifying that they have reviewed your paper. Submitting drafts for my review is optional, but I highly encourage you to do this.

PART II: COUNTRY DECISION

In the second part of your paper, you should address the following questions:

- What are the differences and similarities of the two countries?
Assuming that you have successfully completed the previous part of this project, you should now be able to answer this question. **Briefly** describe each country and focus on their differences and similarities, if any.
- Which pieces of information are relevant to your country decision? Why?
Now, you should look at the information you have reported on each country in the question above and the information included in Part I. Focus on the information you think is most relevant to your country decision. Why did you choose this information? Explain thoroughly.
- Which country did you choose? Explain why.
After you have decided on the relevant information to consider, the next step would be to choose the individual country of export. It is very important that you specifically state the reasons for your choice. Also, why did you reject the other country? Is it because of one specific factor or a combination of various factors?

I strongly recommend using a multi-attribute matrix or table to help you arrive at your country decision.

Criteria - These are the variables that you consider relevant in your country decision (i.e., those issues that

you consider important in helping you make the best country choice). Examples of criteria include such issues as per capita income, level of technology, availability of advertising agencies, trade barriers, etc. It would be best to arrive at your criteria based on the information you gathered in Part I, your understanding of the scenario or opportunity, and the topics we discussed in class. Please explain each criterion and why it was included in your list. I expect to see at most ten criteria. The larger the number of criteria, the more unwieldy and trivial the explanations become.

Importance - This is the weight that you will assign to each criterion. Some criteria are more important than others. The higher the weight the more important the criterion is. Please give weights by using a number between 0 and 1 (e.g., .50, .25, .1). The weights for all criteria should add up to 1. Two or more criteria can have the same weight. Again, I expect you to clearly state why you have chosen the specific weights for the corresponding criteria.

Evaluation - On a scale of 1-Unfavorable to 10-favorable, evaluate each country on that particular criterion. Be sure to explain the evaluation of each country for each criterion thoroughly.

Score - Multiply the weight that you assigned to each criterion by the evaluation of each country for that criterion. This will give you the score of each country for that particular criterion.

Total score - This is a simple addition of all scores for each country. The country with the highest score is the one that you select as your exporting country.

Table 1 – Country Selection Matrix Example

Criteria	Importance	Mexico	Brazil
		Evaluation Score	Evaluation Score
Criterion #1	.2		
Criterion #2	.15		
Criterion #3	.2		
Criterion #4	.3		
Criterion #5	.15		
Total Score	1.0		

NOTE: Part II should not exceed five pages using double space, 12-point font. Tables, figures, graphs, and photographs are excluded from this page limit. **Be sure to cite all sources appropriately** using an approved citation format such as APA.

If you like to receive my feedback prior to submitting the final version of Part II, please send me your completed draft no later than one week before the paper is due. Please send it via Blackboard. I will only review drafts after the University Writing Center has carefully vetted them. Be sure to attach a document from the Center verifying that they have already reviewed your paper. Submitting drafts for my review is optional.

PART III. PRELIMINARY MARKETING PLAN

Information gathered in the previous two parts would now serve as the basis for developing a marketing plan for the appliance. The plan should exploit and/or overcome the identified problems and opportunities. In your judgment, it should show the most effective means of marketing the washing machine in the chosen country. The plan should cover the four essential areas of marketing decision-making. Be sure to include long-term marketing objectives and demonstrate your understanding and application of the terminology we learned in class.

In general, this represents the minimum amount of information that I will specifically expect in your report. Please use your imagination, creativity, and knowledge of the material discussed in class to enhance your presentation of the issues and/or answer the questions above.

NOTE: There is no page limit for Part III.

If you like to receive my feedback before submitting the final version of Part III, please send me your completed draft pm on Blackboard no later the week before the paper is due. As with Parts I and II, I will only review drafts of Part III after the University Writing Center has carefully vetted them. Be sure to attach a document from the Center verifying that they have reviewed Part III. Submitting drafts for my review is optional, but I highly encourage you to do this.

GRADING AND DOCUMENTATION

The reports should be typed (double space) using 12-point font. Your names and the report's title must appear at the center of the title page. All information presented in your papers is expected to be clearly documented in the body of the report and in the REFERENCES section at the end of your report. There are no restrictions on the specific format of your papers, but I expect to see headings, subheadings, and a smooth transition from one part to the next throughout the paper. **DO NOT PRESENT THE INFORMATION IN A LIST or BULLET FORMAT.** The grading of your papers will be based on the following criteria (please note that a detailed grading rubric is available on Blackboard under “grading rubrics”):

Grading Criteria

Content (all three parts are equally weighted)	60
Documentation (within the text and at the end of the report)	10
Grammar, clarity, attention to detail, use of concepts discussed in class	20
Overall Assignment	10
Total	<i>100 points</i>

This project has been divided into different parts as a means of helping you complete the project on time. The individual parts will NOT be graded separately. An overall grade will be provided after the completion of Part III.

Finally, I am more than willing to discuss any questions you may have and/or clarify any of the issues discussed in this assignment. I encourage you to submit a draft as outlined above for my detailed feedback before submitting the final paper.

Project 2: Issue Assignment - Narrated Presentation on Current International Marketing Topics

Description

The Issue Assignment is designed to help you understand the context and scope of issues that international marketing managers may face while operating in the global marketplace. Topics examine both strategic and ethical issues. For each issue, you are expected to prepare a professional presentation using the following broad guidelines:

- A. A brief definition of the issue
- B. What are the advantages or pluses (if any), disadvantages or minuses (if any) associated with this particular issue? This will include a discussion from a “business” and a “consumer/people” perspective.
- C. What are the implications/consequences of this issue on business? Why should companies care? What should companies do about this, if anything?
- D. What is your opinion regarding this issue? Explain your reasons with compelling arguments.

Learning Objectives

- Help familiarize yourselves with compelling international marketing issues
- Encourage you to think critically about strategic marketing and ethical issues
- Help you research and develop an objective review and persuasive presentation on current international marketing topics
- Provide the opportunity to practice and improve your presentation skills

Topics

1. Globalization and free trade

The issue of globalization is one of the most controversial topics of discussion. Some believe that globalization **ONLY** benefits large corporations and hurts the “little” people. Others believe that globalization is good for everyone. Is there such a thing as free trade? Which side do you support and why? What are the marketing implications for global and local businesses?

2. Child labor

This issue is laden with emotional responses. Is child labor a problem? What are the marketing implications of your position? What do you suggest businesses should do?

3. Extraterritoriality of U.S. laws

Some U.S. laws such as the Foreign Corrupt Practices Act follow US companies around the world. Are US companies at a disadvantage because of these provisions of US law? Would you support the idea that some advocate that “when in Rome do as Romans do?” What are the implications for business and marketing in general?

4. The Rise of China and the Chinese Corporation

Is Chinese business hegemony a reality? Are we nearing the end of the global business domination by US companies? Are there any opportunities left for US companies? Can the tide be turned around? Why should we (people and business) care? Is China really the next superpower?

5. Product Piracy and counterfeiting

Some argue that piracy is one of the major barriers to trade. Is piracy really a problem? What are its implications for business and marketing?

6. The circle of poison

What is not good for U.S. consumers might be good for consumers in other countries! Hmm... are Americans really not affected by this? For example, pesticides and other harmful products, which are not allowed for use here in the U.S., are sold in other countries by U.S. companies. Is this really an issue or are some people just blowing this out of proportion? What are the implications for business and marketing?

7. Offshore outsourcing and made in the USA?

What is offshore outsourcing? Why does it make sense? How about the idea of keeping jobs at home? Does outsourcing mean lower competitiveness for a country? What are the implications for business and marketing? Can we really bring these lost jobs back to the USA?

All presentations must be submitted via Blackboard. To prepare your presentation, you will use a modified version of the Japanese presentation technique called [Pecha Kucha](#) (20 slides, 20

seconds on each slide). We are asking you to prepare a five-slide narrated presentation instead using PowerPoint as follows:

- Slide #1: Include the theme of the presentation, your complete names, student ID 800#s, and your Miners' e-mail addresses.
- Slide #2: Using an outside source, briefly introduce the main issue of the presentation.
- Slide #3: Discuss the pros/cons, pluses/minuses associated with this issue.
- Slide #4: In this slide, be sure to offer your opinions and/or address the questions specifically mentioned in the descriptions of the topics above.
- Slide#5: Offer a conclusion statement in this slide, including how businesses should approach this issue.

Your presentation will be graded using the following criteria:

- a. Content: addressed all issues in the order provided above 20 points.
- b. Professionalism: slides and narration were prepared professionally. The narration was brief and to the point, and the slides were not crammed with much material/content/pictures 20 points.
- c. Grammar, citation(s), time limit: there were no grammatical errors and typos; citations were provided for all facts and figures discussed, and the presenter adhered to the time limit 20 points
- d. Creativity: presenter offered original, new ideas 10 points

Slides 2-5 must be narrated with a voiceover (no more than 50 seconds for each slide). To create a narrated PPT presentation, please follow the instructions offered at [Microsoft Support](#).

It is important that you save your presentation as a slideshow as opposed to a video. Please submit your PPT slideshow when you submit your assignment (no videos or pdf files will be accepted). Please do not include a video of yourself narrating each slide. The entire slideshow should be no longer than 3.5 minutes. So, be sure to choose/use your words carefully. Aspiring businesspeople communicate succinctly!